

Brand Awareness Marketing Plan Template

1. Campaign Overview

Campaign Name

Enter campaign name

Start Date

End Date

Brief Description

Provide a short overview of the campaign

2. Objectives

List key objectives for brand awareness (e.g., increase reach, impressions, recall)

3. Target Audience

Describe your target audience

4. Key Messages

Summarize main messages for this campaign

5. Channels & Tactics

Channel	Tactics	Notes
E.g., Social Media	E.g., Sponsored Posts	Additional info

6. KPIs & Measurement

Metric	Target	How to Measure
E.g., Reach	E.g., 100,000	E.g., Analytics Platform

7. Budget Overview

Estimated Budget

Total Campaign Budget

Budget Breakdown

E.g., Channel/Media, Creative, Others

8. Timeline

Milestone	Date	Responsible
E.g., Launch		

9. Notes

Additional notes or considerations